

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1-11 (Canceled).

12. (Previously presented) A computer-implemented method for determining an effect of changing an ~~environment parameter~~ **location of product advertising signage** in a store environment, comprising:

(a) generating in a ~~[[first]]~~ store:

**(i) location data of a product advertising signage advertising a product comprising using Radio Frequency identification tags on the signage and sensors sensing said tags, and wherein the location data of the signage is generated at a first location in the store and a second location in the store;**

~~[[ (i) ]]~~ **(ii) a first plurality of product container tracks through the [[first]] store environment, each of the first plurality of product container tracks being representative of a continuous path followed by each of a first plurality of the product [[containers]] container, and wherein the product container tracks are generated when the signage is at the first location and when the signage is at the second location;** and

~~[[ (ii) ]]~~ **(iii) a first plurality of product tracks through the [[first]] store environment, each of the first plurality of product tracks being**

representative of when a product is placed into or removed from the product container during the continuous path followed by [[each of]] the first plurality of product containers, comprising using Radio Frequency identification tags on the products and sensors sensing said tags, and wherein the product tracks are generated when the signage is at the first location and when the signage is at the second location;

~~to a point of sale location before one or more store environment parameters of the first store is changed;~~

~~(b) generating:~~

~~(i) a second plurality of product container tracks through the first store environment, each of the second plurality of product container tracks being representative of a continuous path followed by each of a second plurality of product containers; and~~

~~(ii) a second plurality of product tracks through the first store environment, each of the second plurality of product tracks being representative of when a product is placed into or removed from the product container during the continuous path followed by each of the second plurality of product containers, comprising using Radio Frequency identification tags on the products and sensors sensing said tags ,~~

~~to a point of sale location after the one or more store environment parameters of the first store is changed;~~

~~(c) generating in a second store:-~~

~~(i) a third plurality of product container tracks through the second store environment, each of the third plurality of product container tracks being representative of a continuous path followed by each of a third plurality of product containers; and~~

~~(ii) a third plurality of product tracks through the second store environment, each of the third plurality of product tracks being representative of when a product is placed into or removed from the product container during the continuous path followed by each of the third plurality of product containers, comprising using Radio Frequency identification tags on the products and sensors sensing said tags;~~

~~to a point of sale location before one or more store environment parameters of the second store is changed;~~

~~(d) generating in a second store:~~

~~(i) a fourth plurality of product container tracks through the second store environment, each of the fourth plurality of product container tracks being representative of a continuous path followed by each of a fourth plurality of product containers; and~~

~~(ii) a fourth plurality of product tracks through the second store environment, each of the fourth plurality of product tracks being representative of when a product is placed into or removed from the product container during the continuous path followed by each of the~~

~~fourth plurality of product containers, comprising using Radio Frequency  
identification tags on the products and sensors sensing said tags;~~

~~to a point-of-sale location after the one or more store environment parameters of  
the second store is changed;~~

[[ (e) ]] ~~(b)~~ sending via the Internet to **collecting in** a [[single]] repository: the first  
and second plurality of product container [[tracks]] **tracks** of the [[first]] store;  
**and** the first and second plurality of product tracks of the [[first]] store; ~~the second  
and third plurality of product container tracks of the second store; third and fourth  
plurality of product tracks of the second store,~~

wherein the [[single]] repository is situated remotely from the [[first]] store  
and the second store; and

**(c) collecting point-of-sales (POS) data from the store regarding sales of the  
product that is the subject of the signage during the time the signage is located at the  
first location and when the signage is located at the second location;**

[[ (f) ]] **(d)** accessing: **(i)** the [[single]] repository; **and (ii) the POS data** and  
analyzing:

(i) ~~the first and second plurality of product container tracks;~~

(ii) ~~the first and second plurality of product tracks;~~

**(iii) the POS data**

~~(iii) the third and fourth plurality of product container tracks;~~

and

~~(iv) the third and fourth plurality of product tracks;~~

to determine a relationship ~~between the one or more store environment parameters~~  
~~of the first and second stores and the effect~~ **of the first location of the signage**  
**and the second location of the signage with regard to product sales.**

13- 21 (Canceled)

22. (Amended) The method of claim 12 wherein the ~~first, second, third, and fourth~~  
~~plurality of~~ product tracks are analyzed with reference to product placement data  
correlating particular products with physical locations in the store environment.

23. (Amended) The method of claim 12 further comprising using heat signature data to  
generate at least some of the ~~first, second, third, and fourth~~ pluralities of product  
container tracks.

24 - 36 (Canceled)